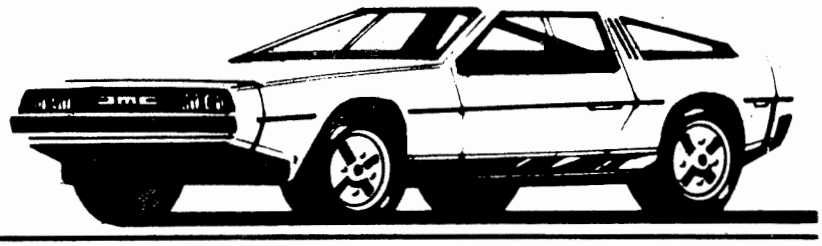
THE DMC NEWSLETTER
DE LOREAN CLUB INTERNATIONAL



January/February 1981

INTRODUCING: THE DMC SPORT COUPE

Its appearance is all sleek and steel. You wonder to yourself, is it a sports car or just an incredibly racy compact? A curiosity piece or the most intelligent design for the car of the future? When the doors lift up like gull wings and you realize its roomy interior will accept your 6-foot-plus frame, you are nearly sold. And you haven't even heard the good news.

No drawing-board automobile has generated quite as much excitement as has the DeLorean Company's DMC sport coupe. Its prototype appearance in showings over the past six years has brought rave reviews and a sense of heightened anticipation from buyers, dealers and sports car enthusiasts in general.

While the auto industry anxiously awaits the arrival of the first of these cars to roll off the assembly line and debut on U.S. shores, eyes have been turned toward the man who gave birth to the car and baptized it with his name.

John Z. DeLorean attracts attention wherever he is, with his strapping physique and a powerful background in the Detroit auto world. Having worked his way from a chief engineer to a vice-president at GM, his success was matched only by his well-publicized history as a firebrand. In 1973, he walked away from "Mahogany Row" at GM -- and told his story in the book, *On a Clear Day You Can See General Motors.* And then, instead of retiring into oblivion, DeLorean launched his own car company.

His production line thus far consists of one prima donna; she's a two-passenger, rear engine, coupe-body sports car of a most radical design. Highlight features include: a unique body mold of "plastic-sandwich" fiberglass (a lightweight but rigid structure), gull wing doors hinged on the roof, a Renault version of the Peugeot-Renault-Volvo 2669cc V6 engine, situated in the rear just ahead of the transaxle. And it's all encased in a striking, brushed stainless steel skin.

But she's more than a pretty face. DeLorean has incorporated the most radical safety features into the good looks of his car. Originally intended to be called the DeLorean Safety Vehicle, this car has the uncommon paradox of being what may be the *safest* sports car ever designed. Owners will find themselves protected by inflating air bags under the dash ("I'm a firm believer in them," says DeLorean), knee bars, 10-mph safety bumpers, protective door sills and pop-out windows. This difficult integration of sports car design and baby-carriage safety comes off for one essential reason. The signature on the car is Giorgetto Giugiaro.

With an award-winning portfolio of such beauties as the Maserati Merak, Quattroporte, Ghibli and Bora -- not to mention the Lotus Esprit, Alfetta GT, and Volkswagen's Dasher, Rabbit and Scirocco -- Giugiaro is already recognized and appreciated by most auto enthusiasts. The DMC styling is his mark of fine art, and bears his brand of clean, planar lines. Many consider it the epitome of his "total design" concept. It is said to have the soul of the Lotus Esprit, but there is so much originality in the design, particularly in the front end, that it defies easy classification. It is high-fashion by Giorgetto Giugiaro.

A chest-high 46" and a lightweight 2200lb., the DMC has been called by *Road & Track's* John Lamm as one of the best-looking cars he's seen. Pirelli P7 radials in front and super-wide 8x16s in the rear (biased in size rather than pressure to handle the difference in weight front to rear) give it balanced transitional handling rather than race car cornering.

The engine was borrowed from the Renault 30 after careful analysis of durability. This eliminates the necessity of designing a system to transmit power from the engine to the wheels and gives them the emission control rating the Renault has already established. An expensive engine, it is unmatched

(continued page 2)

THE DMC NEWSLETTER

Francis G. Mandarano
Publisher and Founder

Janet L. Lane
Managing Director

Susan Evans
Managing Editor

Dominic Guintoli
Design Consultant and Graphics

Printing: MIE Bindery

The DMC Newsletter is published bi-monthly by the MIE Publishing Company, P.O. Box 707, Mercer Island, WA 98040, U.S.A.

(continued from page 1)

by warranty records anywhere, but is largely responsible for the estimated market price of $25,000. On the plus side, the company's recent EPA testing gives it 23 mpg in the city and 32 mpg on the highway.

Originally intended to be on the market by 1978, their factory in Northern Ireland is now in top gear, and expect the car to be in the hands of their 350 U.S. dealers this year. Although the financial dealings were frustrating for DeLorean, he is very satisfied with the arrangement and subsidizing by the government. With his 2,000 employees on the outskirts of Belfast, they expect to hold close to the first year production quota of 20,000 cars. In a testimony to the fine reviews received in two product showings in the States, nearly half of those have been sold. Perhaps he has received alot of mileage out of the publicity stirred by one half-million dollar backer, Tonight Show host Johnny Carson.

But in truth, it is not the celebrity following, it is this most beautiful car. Admirers find it an overdue change of pace from imitations of Japanese imports and boxes of recent years. The DeLorean originality and foresight looks to the heart of the car owner's ultimate quest -- a finely crafted, top quality vehicle.

Membership Information

Your $25 annual membership dues bring you:

- ✔ Our bi-monthly, eight-page newsletter . . . with current events, letters, photos, classifieds.
- ✔ Communication with other owners and dealers.
- ✔ Social events and showings.
- ✔ Membership Card.

D.C.I., P.O. Box 93, Mercer Island, Washington 98040, USA

John Z. DeLorean

He has been featured in top magazines alongside his fashion model wife, has created a strong financial backing that includes well-known celebrities, and otherwise moves in circles not commonly reserved for auto engineers. But John Z. DeLorean is *not* common and definitely has a penchant for the unorthodox. After swinging a wrench at the GM tower upon his resignation (*On A Clear Day You Can See General Motors* is now in paperback), he set out to disprove the theory that new car companies cannot be built by any individuals. But then, he's not just *any* individual.

One reason his DMC sport coupe is a predicted winner is due to his strong dealer networking, already established in the States. This is a carry over from his days at GM, when he would travel from state to state to personally interview dealers, who knew best the ins and outs of a car.

The DeLorean Motor Company is built on the precept that integrity speaks. Says DeLorean in a recent interview at his New York headquarters, "The American public is an incredible judge of quality and value. Build a good product and people will knock your walls down to get it."

Giorgetto Giugiaro

And then it came time to choose a designer. Giorgetto Giugiaro won, hands down. Says Bill Collins, DMC's Chief Engineer, "We decided we liked Giugiaro best, and we turned him loose with the basic package in March 1975... The relationship with him was great." It's not surprising, for Giugiaro is Italy's modern-day Michelangelo of auto design, having given the industry bywords like *aerodynamics* and *total concept*. His design concept is trademarked by flat sheet metal sections and straight contour lines meeting with elegance at sharp edges. He brings aesthetics to the contemporary car on the highways of the world: the VW Dasher and Scirocco, the Lotus Esprit, and those connoisseur's gems called Maserati (the Merak, Bora, Ghibli, Quattroporte). His Ital Design is the *Prima Casa* in the Italian mecca of car design.

He shares DeLorean's critical eye regarding the failures of Detroit. "The U.S. companies make the mistake of thinking strictly commercially," says Giugiaro. "They don't try to bring new ideas to the public, only to follow the public's tastes as already demonstrated." Both men are dedicated to the rarely maintained high standards, insisting that where quality reigns, consumer interest will follow.

TECH TIPS

We can give you illustrated analysis and instructions on the upkeep and repair of the DMC from top mechanics.

CLASSIFIEDS

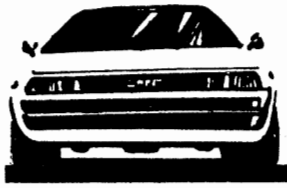
Includes cars wanted and for sale, parts wanted and for sale, etc.

PUBLISHER'S COMMENTS

The DMC will soon be here, and we have no question as to its success on the American market. It will be the first semi-mass produced, exotic (but practical) car since the BMW. Because of the interest generated, both in the press and in order sales, the need for an information network is becoming apparent. We present the DeLorean Club International and the DMC Newsletter to fill this need and provide a clearing house for owners, dealers and enthusiasts.

We feature all current events pertaining to the DMC, as well as products and services, accessories, social events, and a direct line to dealers and other owners. Best of all, our bi-monthly publication will keep you well-informed on all the critical news concerning the DMC. Yearly dues are $25.00; brochures are $3.00. Credit Cards accepted. Write: D.C.I., P.O. Box 93, Mercer Island, Washington 98040, U.S.A.

Sincerely,
Francis G. Mandarano
Publisher

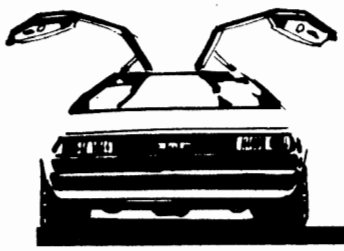


LETTERS

All letters received that are signed and addressed will be considered for publication.

NEWS & PEOPLE

Featuring current stories on the car, the factory and the people.



CONTRIBUTING EDITORS

Articles submitted will be carefully considered for publication. Please enclose a SASE for return of manuscripts or photos; payment by sample issue only.